



CITY OF LODI COUNCIL COMMUNICATION

AGENDA TITLE: Public Hearing to Consider Adoption of Resolution Levying Annual (2010) Assessment for Downtown Lodi Business Improvement Area No. 1 and Confirming the Downtown Lodi Business Partnership 2009-10 Annual Report (as Approved by Council on August 19, 2009)

MEETING DATE: September 2, 2009

PREPARED BY: City Manager

RECOMMENDED ACTION: Conduct public hearing to consider adoption of resolution levying annual (2010) assessment for Downtown Lodi Business Improvement Area No. 1 and confirming the Downtown Lodi Business Partnership 2009-10 Annual Report (as approved by Council on August 19, 2009).

BACKGROUND INFORMATION: The Downtown Lodi Business Improvement Area No. 1 2009-10 Annual Report was presented and approved by the City Council on August 19, 2009. The Council established September 2, 2009, as the public hearing date during which time the public would have an opportunity to present written or oral protests to the assessment being proposed. The public hearing is established pursuant to Section 36535 of the California Streets & Highways Code.


Pursuant to Lodi Municipal Code Section 12.06.110: The purpose of this process is to comply with the Act provisions regarding public notice and hearing prior to establishing the benefit fees for the following billing period. City shall not adopt, modify, or otherwise amend any billing period budget of the area that is inconsistent in any way with such billing period's budget as agreed to and presented by the board except in the case of a written majority protest (regarding elimination or modification of any specific budget item) from business owners which will pay 50 percent or more of the fees proposed to be levied as to any specific budget item pursuant to the Streets and Highways Code Section 36525(b). In such case, the written protest regarding any specific budget item shall be grounds to eliminate or modify such expenditure from the area's proposed budget pursuant to the written protest.

Streets and Highways Code 36535(c) states: At the conclusion of the public hearing, the City Council may adopt a resolution confirming the report as originally filed or as changed by it. The adoption of the resolution shall constitute the levy of an assessment for the fiscal year referred to in the report.

FISCAL IMPACT: The Downtown Lodi Business Partnership (DLBP) was established in order to create the mechanisms necessary to give Downtown Lodi the ability to compete regionally as a shopping center and entertainment destination. The purpose of the assessment is to pool contributions of individual business owners in order to provide the DLBP with the resources to provide marketing and events coordination.

FUNDING AVAILABLE: As collected by the City on behalf of the DLBP.

BK/jmr
Attachments


Blair King
City Manager

APPROVED: 
Blair King, City Manager

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF
LODI CONFIRMING THE 2010 ANNUAL REPORT FOR THE
DOWNTOWN LODI BUSINESS IMPROVEMENT AREA NO. 1
AND LEVY OF ASSESSMENT

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WHEREAS, Downtown Lodi Business Improvement Area No. 1 was established December 17, 1997, by Council adoption of Ordinance No. 1654; and

WHEREAS, the Annual Report, as required by Streets and Highways Code §36533, has been submitted to the City Council by the Board of Directors of said Improvement Area; and

WHEREAS, a public hearing was held as required by Streets and Highways Code §36535 on September 2, 2009, in the City Council Chambers at Carnegie Forum, 305 West Pine Street, Lodi, California, at 7:00 pm., or as soon thereafter as possible, to consider protests to the assessment levy.

NOW, THEREFORE, the City Council of the City of Lodi does hereby resolve, determine, and find as follows:

- 1) The required public hearing was duly held, at which time the public was allowed to present written or oral protests to the levy of assessment for Downtown Lodi Business Improvement Area No. 1.
- 2) A majority protest as defined in the Streets and Highways Code §36525 was not made.
- 3) The 2009-10 Annual Report as submitted on August 19, 2009, by the Board of Directors of the Improvement Area to the City Council is hereby confirmed as originally filed and attached hereto.
- 4) The confirmation of the report and adoption of this resolution constitutes the levy of the assessment as contained in the Annual Report for the calendar year 2010.

Date: September 2, 2009

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I hereby certify that Resolution No. 2009-122 was passed and adopted by the Lodi City Council in a regular meeting held September 2, 2009, by the following vote:

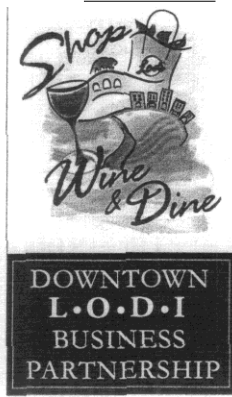
AYES: COUNCIL MEMBERS – Hitchcock, Katzakian, and Mayor Hansen

NOES: COUNCIL MEMBERS – None

ABSENT: COUNCIL MEMBERS – Johnson and Mounce

ABSTAIN: COUNCIL MEMBERS – None


RANDI JOHL
City Clerk



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CITY CLERK
CITY OF LODI

August 10, 2009

Mr. Blair King, City Manager
City of Lodi
221 W. Pine Street
Lodi, CA 95240

Re: Annual Report 2009

Dear Blair:

Section 11.0 of the City Ordinance Number 1654, establishing the Downtown Lodi Business Improvement Area, requires that we submit to you by September of each year our annual report and budget.

In addition, the State of California **Streets and** Highways code, which is the enabling legislation, also specifies that certain additional information be provided. You will find all of the required information contained in our report.

We have provided you with eight copies five for the City Council, one for the City Clerk, one for City Attorney and one for yourself.

Thank you for your continued support.

Sincerely,

Jaime Watts, Executive Director
Downtown Lodi Business Partnership

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2038309
ENDORSED
FILED

In the office of the Secretary of
of the State of California

MAR 31 1998

Bill Jones
BILL JONES, Secretary of State

ARTICLES OF INCORPORATION OF
DOWNTOWN LODI BUSINESS PARTNERSHIP
A California Nonprofit Mutual Benefit Corporation

One: *The name of the corporation is Downtown Lodi Business Partnership (A California Nonprofit Mutual Benefit Corporation).*

Two: *This corporation is a nonprofit mutual benefit corporation organized under the Nonprofit Mutual Benefit Corporation Law. The purpose of this corporation is to engage in any lawful act or activity for which a corporation may be organized under such law.*

Such purposes for which this corporation is formed are to promote and improve the downtown Lodi business area, to generally improve business conditions in the downtown area, and to generally enhance the downtown area of the City of Lodi. Notwithstanding any other provision of these articles, this corporation shall not engage in any activities or exercise any powers that are not in furtherance of the purposes of this corporation.

Three: *The name and address of the corporation's initial agent for service of process is Ronald M. Beckman, Esq., 111 N. Church Street, Lodi, California, 95240.*

Four: *The right to determine the consideration for which memberships will be issued shall be vested in the Regular Members, to be determined by a majority vote of the Regular Members in good standing.*

Five: *No part of the net earnings of the corporation shall inure to the benefit of any member or private shareholder, as defined for purposes of Section 501 (c) (6) of the Internal Revenue Code of 1954.*

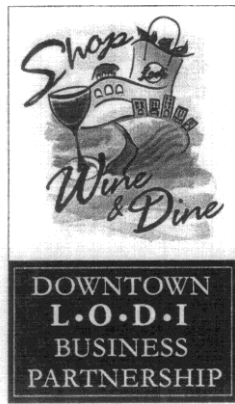
Dated: March 31, 1998

Ronald M. Beckman

Ronald M. Beckman, Incorporator

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2009 ANNUAL REPORT

Items listed below refer to Section 36533(b) of the California Streets and Highway Code:

No changes in boundaries of benefit zones within the area are proposed.

No physical improvements are planned.

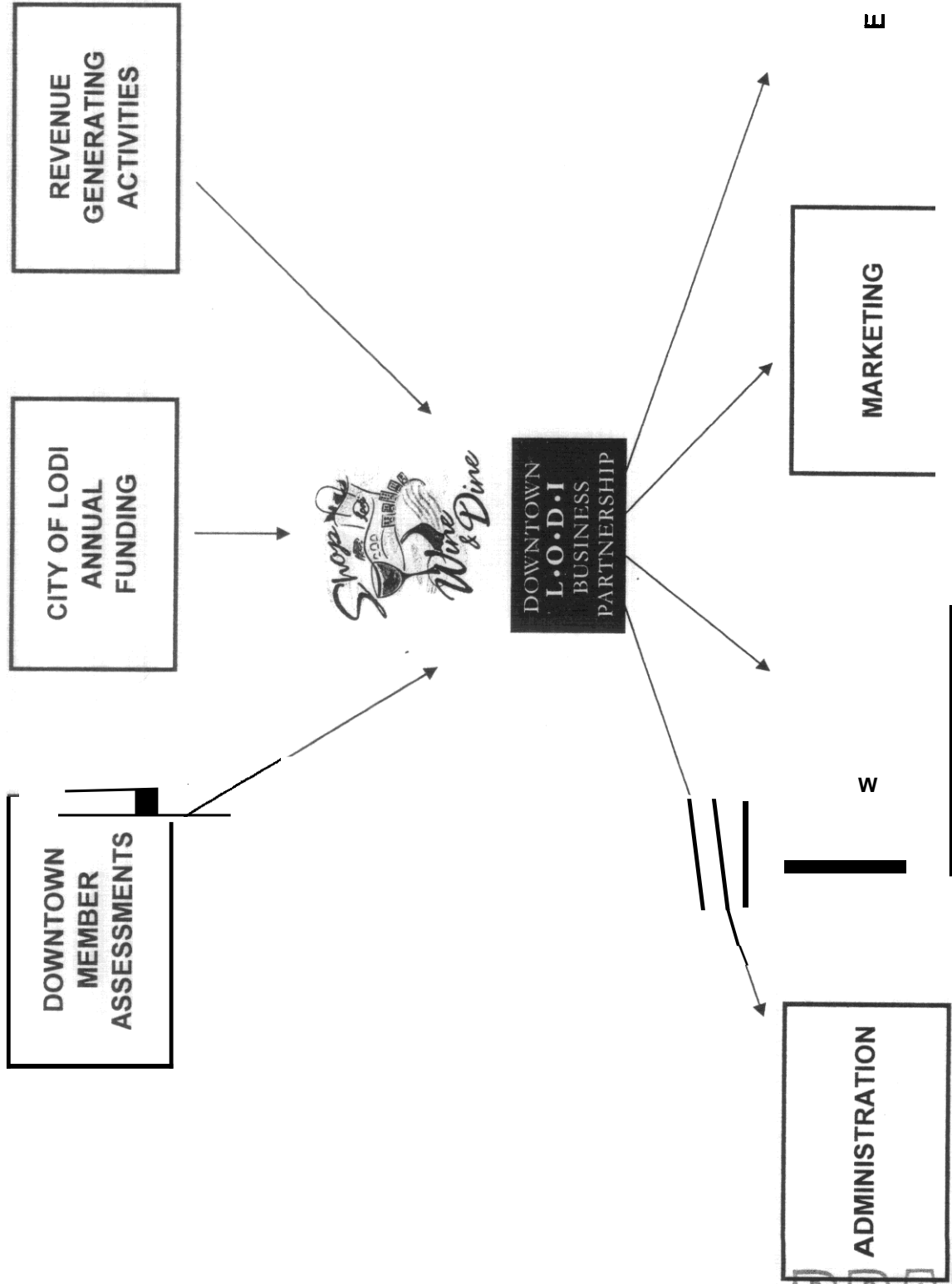
Budget for the 2009 calendar year is enclosed.

The budget details all sources of income and projected expenses.

A Benefit Fee Schedule and a Map of the Business Improvement Area are enclosed.

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Downtown Lodi Business Partnership Overview



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Downtown Lodi Business Partnership

Proposed Budget

January 1, 2009 through December 31, 2009

Income

Assessment Fees	38000.00
City of Lodi	31950.00
Event Revenue	
Farmers Market	55000.00
Parade of Lights	15000.00
Street Banner Program	3000.00
Grape Festival Youth Parade	1000.00
Community Trick-or-Treat& Fall Fest	300.00
Winterfest	2500.00
Miscellaneous Events & Sales	<u>5000.00</u>
Total Income	151750.00

Expenses

Event Expenses	
Farmers Market	27000.00
Parade of Lights	3000.00
Street Banner Program	600.00
Grape Festival Youth Parade	700.00
Community Trick-or-Treat& Fall Fest	500.00
Winterfest	2500.00
Miscellaneous Events & Sales	1000.00
Marketing Expenses	
Advertising, Marketing & Promotions	4000.00
Travel	1800.00
Public Relations	1000.00
Seminars & Conferences	1500.00
Website	2000.00
Membership Expenses	
Newsletters	600.00
Quarterly Mixers	250.00
Plaques & Trophies	400.00
Sunshine Committee	500.00
Revitalization Expenses	
Downtown Beautification	5000.00
Kiosk Maintenance	1500.00

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Administrative	
Director's Salary	47100.00
Staff Wages	12000.00
Payroll Taxes	5200.00
Contract Labor	500.00
Insurance	12000.00
Professional Fees	2700.00
Rent	4800.00
Storage	2000.00
Office Supplies	4000.00
Office Equipment	500.00
Bank & Merchant Fees	600.00
Postage	500.00
Utilities (phone, internet, etc.)	<u>6000.00</u>
Total Expenses	151750.00
Net Income	0.00

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08/09/09
Cash Basis

Downtown Lodi Business Partnership
Profit & Loss
January through December 2008

Jan - Dec 08

Ordinary Income/Expense

Income	
City of Lodi Funds	35,000.00
Member Assessment Fees	41,190.00
Event Revenue	
Advertising & Promotion Revenue	2,855.00
Beverage Sales	25,749.90
Parade Entry Fees	6,515.00
Sponsorship	19,806.00
Vendor Fee	31,091.00
Other Income	4,290.00
Total Event Revenue	90,306.90

Total Income 166,496.90

Expense

Reconciliation Discrepancies	-9.57
Administrative Expenses	
Licenses & Permits	20.00
Bank Service Charges	637.72
Contract Labor	1,107.50
Dues and Subscriptions	178.70
Insurance-D & O and State Fund	1,529.13
Insurance - Events Liability	5,722.32
Interest	300.22
Miscellaneous	-2,434.63
Office Maintenance & Repairs	689.49
Office Supplies	4,322.79
Payroll Expenses	
Director's Wages	47,649.77
Staff Wages	8,567.72
Payroll Taxes	5,390.38
Total Payroll Expenses	61,607.87
Penalties	220.00
Professional Fees	2,138.25
Rent	6,320.00
Security	130.55
Taxes	10.00
Utilities	5,196.14

Total Administrative Expenses 87,696.05

Event Expenses

Advertising	11,972.40
Awards/Banners/Posters	3,281.54
Beverage Expense	23,449.03
Entertainment	8,312.90
Equipment Rental	1,542.86
Labor/Repairs	8,968.72
License/Permits/Inspection	1,957.61
Mileage & Meetings	43.51
Other Expense	0.00
Postage & Delivery	438.40
Marketing / Promotions	851.09
Sanitation	2,074.26
Supplies	3,338.73

Total Event Expenses 66,231.05

Marketing Expenses

Advertising & Promotions	4,615.50
Mileage & Meetings	803.74
Public Relations	85.00

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08/09/09
Cash Basis

Downtown Lodi Business Partnership
Profit & Loss
January through December 2008

	Jan - Dec 08
Seminars & Marketing Campaigns	254.32
Total Marketing Expenses	5,758.56
Membership	
Labor/Repairs	60.00
Newsletter	110.00
Plaques & Trophies	75.04
Postage and Delivery	493.32
Quarterly Mixers	260.00
Sunshine Committee	614.50
Total Membership	1,612.86
Revitalization	
Kiosk Update	555.36
Map & Directory Brochures	1,740.00
Downtown Beautification	
Supplies	407.04
Labor/Repairs	710.00
Total Downtown Beautification	1,117.04
Total Revitalization	3,412.40
Total Expense	164,701.35
Net Ordinary Income	1,795.55
Other Income/Expense	
Other Income	
Insurance Proceeds Received	2,730.00
Interest Income	4.57
Total Other Income	2,734.57
Other Expense	
Casualty/Theft Loss	3,230.00
Total Other Expense	3,230.00
Net Other Income	-495.43
Net Income	1,300.12

08/09/09
Cash Basis

Downtown Lodi Business Partnership

Balance Sheet

As of December 31, 2008

Dec 31, 08

ASSETS

Current Assets

Checking/Savings

Farmers & Merchants Bank -36.00
Savings Account 79.48
Petty Cash 92.24

Total Checking/Savings

135.72

Total Current Assets

135.72

Fixed Assets

Accum Deprec-Equip

Equipment

Office Equipment 12/30/00

cost 2,962.63
Accumulated Depreciation -2,962.63

Total Office Equipment 12/30/00 0.00

Office Equipment 06/01/02

Cost 2,653.37
Accumulated Depreciation -2,298.00

Total Office Equipment 06/01/02 355.37

PA System 07/16/2004

cost 1,156.12
Accumulated Depreciation -794.00

Total PA System 07/16/2004 362.12

Cell Phone 08/10/07

Cost 549.18
Accumulated Depreciation -110.00

Total Cell Phone 08/10/07 439.18

Total Equipment 1,156.67

Computer Equipment

HP LaserJet35 Printer 04/18/08
cost

479.46

Total HP LaserJet35 Printer 04/18/08 479.46

Laser Printer 03/24/05

Cost 700.89
Accumulated Depreciation -499.00

Total Laser Printer 03/24/05 201.89

Total Computer Equipment 681.35

Computers 08/29/06

Cost 3,753.97
Accumulated Depreciation -1,952.00

Total Computers 08/29/06 1,801.97

Total Accum Deprec-Equip 3,639.99

Furniture & Fixtures

Vehicles

Trailer 07/31/05

cost 235.69
Accumulated Depreciation -133.00

Total Trailer 07/31/05 102.69

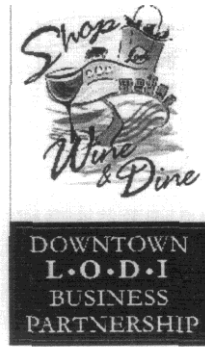
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Downtown Lodi Business Partnership
Balance Sheet
As of December 31, 2008

08/09/09
Cash Basis

	Dec 31.08
Total Vehicles	102.69
Daniger Table & 8 Chairs 5/25/06	
cost	839.00
Accumulated Depreciation	-325.00
Total Daniger Table & 8 Chairs 5/25/06	514.00
Refrigerator 06/02/08	
cost	300.00
Total Refrigerator 06/02/08	300.00
Storage Shelving Unit 05/09/08	
cost	247.82
Total Storage Shelving Unit 05/09/08	247.02
Wine Garden Furniture 07/29/04	
cost	1,326.17
Accumulated Depreciation	-912.00
Total Wine Garden Furniture 07/29/04	414.17
Total Furniture & Fixtures	1,578.68
Total Fixed Assets	5,218.67
TOTAL ASSETS	5,354.39
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	-500.00
Total Accounts Payable	-500.00
Other Current Liabilities	
Payroll Liabilities	2,275.21
Employee Expense Reimbursement	
Total Other Current Liabilities	2,264.45
Total Current Liabilities	1,764.45
Total Liabilities	1,764.45
Equity	
Retained Earnings	2,289.82
Net Income	1,300.12
Total Equity	3,589.94
TOTAL LIABILITIES & EQUITY	5,354.39

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DOWNTOWN LODI BUSINESS PARTNERSHIP BENEFIT FEE SCHEDULE

BUSINESS TYPE	ZONE A	ZONE B
Retailers/Restaurants*	\$240 (1-3 Employees)	\$120
	\$360 (4-6 Employees)	\$180
	\$480 (7+ Employees)	\$240
Service Businesses	\$180	\$90
Professional Businesses	\$120	\$60
Financial Institutions	\$600	\$600

**Note: Retail and restaurant businesses are assessed based on the number of employees - either full-time, or the equivalent made up of multiple employees.*

BUSINESS TYPE DEFINITIONS:

Retail and Restaurant – Businesses that buy and resell goods. Examples would be clothing stores, shoe stores, office supplies, as well as businesses that sell prepared food and drinks.

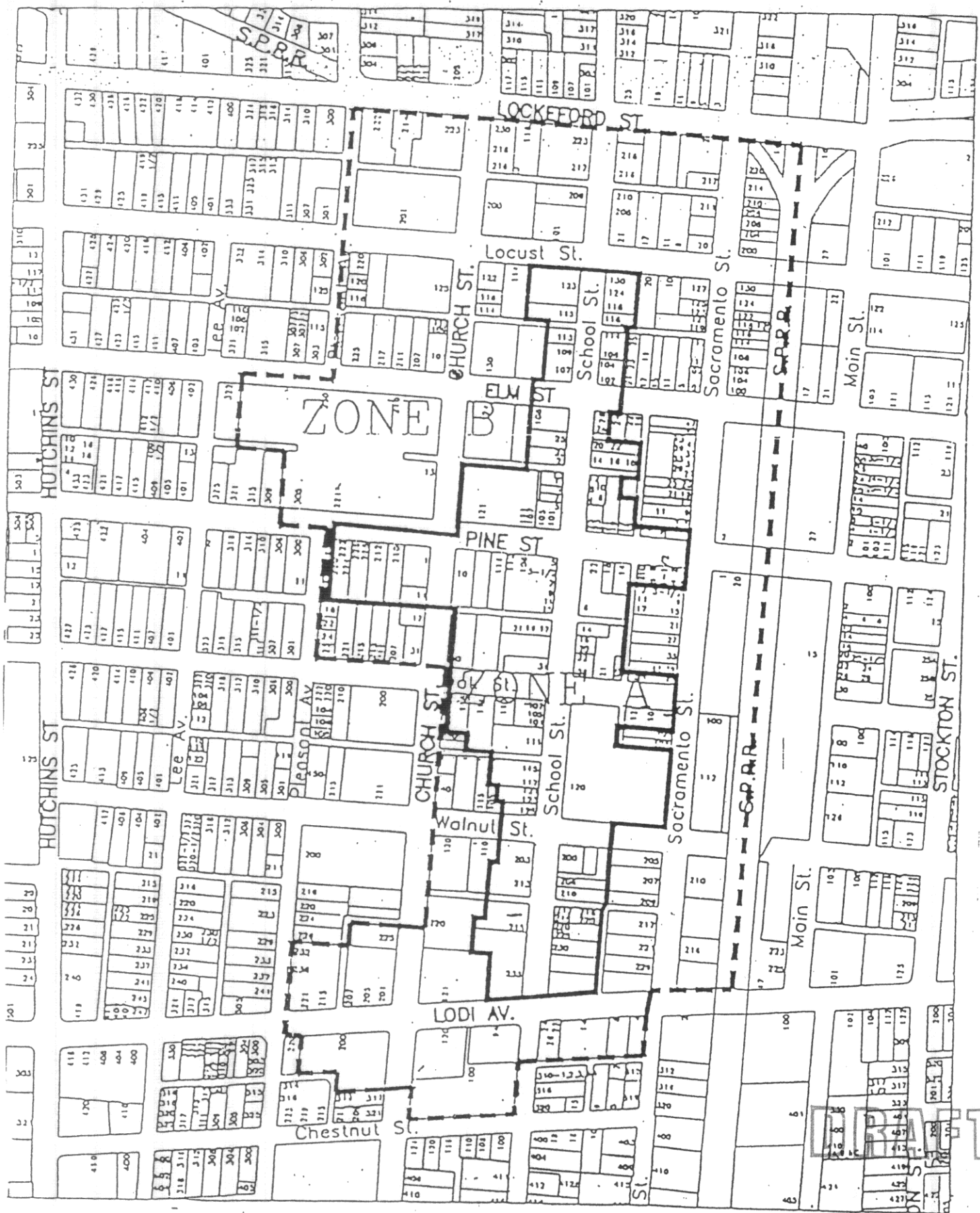
Service Businesses – Businesses that sell services. Examples are beauty and barber shops, repair shops, lodging, most automotive-oriented businesses, entertainment businesses such as theaters, etc.

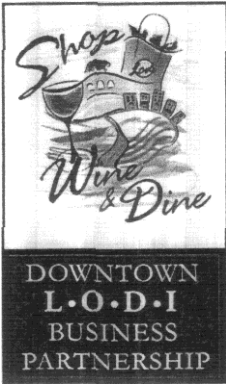
Professional Businesses – Includes architects, engineers, attorneys, dentists, doctors, accountants, optometrists, realtors, insurance offices, mortgage brokers and most other businesses which require advanced or specialized licenses, and/or advanced academic degrees.

Financial Institutions – Includes banking and savings and loan institutions, as well as credit unions, etc.

Downtown Lodi Business Partnership
4 West Pine Street, Lodi, California 95240
209.369.8052 phone 209.369.8053 fax
www.downtownlodi.com

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A detailed Marketing Plan describing the below bullet points will be included in the final copy of the annual report submitted and presented at the council meeting on August 19, 2009

2008 Accomplishments

Brand Image Campaign

- New Logo
- Redesigned Website
- Revamped Brochure
- Developed and Installed New Kiosk Maps

Downtown Beautification

- New Street Light Banners
- Flower Planting of City Pots
- Co-funded Sidewalk Power Washing Project
- Downtown Holiday Decorations
 - 25' Tree in Post Office Plaza, Holiday Banners, Fresh Swags on Street Corners

Media Relations

- TV Spots on Good Day Sacramento and Channel 13 News
- Radio Spots on KJOY
- News Articles in Lodi News-Sentinel, Stockton Record, San Joaquin Magazine
- Network with the Media and Public Through Interactive Web Pages; Twitter, Facebook

Events To Drive Traffic To Downtown

- Downtown Lodi Certified Farmers Market
- Parade of Lights
- "Stuck in Lodi" Car Show
- Grape Festival Youth Parade
- Downtown Trick-or-Treat & Fall Festival
- Winterfest; Horse-drawn Carriage Rides, Photos with Santa
- Merchant Promotions and Window Decorating Contests

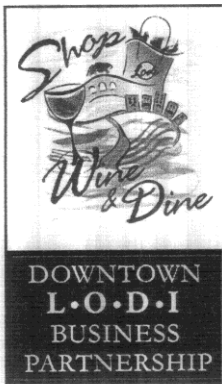
Community Outreach

- Represented Downtown on Committees for City-wide Activities
- Participated in Various Expos Outside of Lodi
- Coordinate and Promote School Field Trips and Safety Fairs

Member Benefits

- Quarterly Mixers
- Bi-Monthly Newsletter
- Lodi News-Sentinel Tab Insert
- Business Referral Database
- Business Directory and Link on Website
- Member Discounts on Marketing Programs

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A detailed Marketing Plan describing the below bullet points will be included in the final copy of the annual report submitted and presented at the council meeting on August 19, 2009

2009 Goals/Accomplishments

Develop Relationships with Downtown Property Owners

- Created a new web component that allows property owners to list their available downtown properties, contact information and photos.

Explore Additional Funding Sources

- Researching grants that apply to downtown development
- Joined the California Downtown Association (CDA)

Expand Current Programs

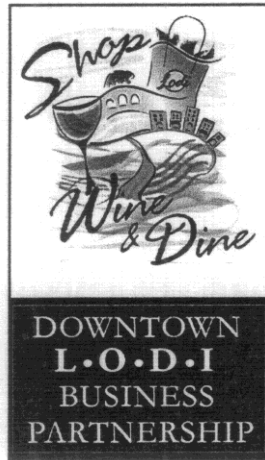
- Designed a marketing bundle package for members and non-members which includes: Annual Banner Attachment Program, Website Advertisement and Website Page with Link.

Enhance Existing Events

- Redesigned the layout of Farmers Market to include a wine garden featuring all four downtown wine tasting rooms and live entertainment on the North end of the market.

The Downtown Lodi Business Partnership is constantly exploring new ways to better promote and market downtown. We will be keeping council and staff updated on the progress and success of the organization.

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DOWNTOWN LODI BUSINESS PARTNERSHIP EVENTS

Farmers Market Overview

Downtown Lodi Business Partnership hosts The Downtown Certified Farmers Market. The family friendly market is held every Thursday evening beginning in June throughout the end of September.

Over 25 certified farmers offer an array of fresh produce and flowers. 50 homemade and commercial arts and craft vendors line the streets of downtown attracting over 5,000 attendees each week. An upscale beer garden which offers Lodi's local brew is located adjacent from the entertainment stage. The stage hosts live music performed by local bands, along with dance performances, comedy acts and competitions. A wine garden featuring downtown's wine tasting rooms accompanied by music.



The entertainment also includes theme nights such as Hawaiian, Mardi Gras, Country Western and Patriotic, where there are free giveaways, contests and family fun. The Food Court accompanies the market offering a wide variety of choices including hot dogs, HHQ, salads, Philippine cuisine, snow cones, smoothies and more. A Kids Zone invites kids of all ages to jump in bouncing houses, get their face painted and interact with clowns, balloon artists and animals. The Farmers Market is Lodi's summer signature event that has something for everyone!

New Developments and Future Plans for Farmers Market

- Contracted with UCP for clean-up on early Friday mornings during the Farmers Market season. The increased attendance of the market has caused a need for added clean-up. The DLBP and UCP is committed to making downtown look clean and attractive after the market and in perfect time for the weekend welcoming out-of-town visitors and our community.
- Added a Wine Garden which highlights all four downtown wine tasting rooms; cellardoor, Grands Amis, Benson Ferry and Dancing Fox. The Wine Garden is set up on the North end of the market to stimulate more activity and to offer a variety of atmospheres.
- **Is** providing a photograph and copy each week to the Lodi News Sentinel profiling a Farmers Market vendor. The editorial piece is published in every Thursday's newspaper which increases visibility of the event.

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Parade of Lights Overview

The Downtown Lodi Business Partnership presents the annual Parade of Lights – a magical holiday parade that illuminates the streets of downtown Lodi. The countless lights, floats, marching bands, dance groups and themed vehicles will entertain thousands of viewers on the first Thursday in December at 6:17 p.m. along the streets of downtown. The one mile route begins on Pine Street and continues down Church Street, Lodi Avenue, School Street and Locust.

A brilliantly lit horse-drawn carriage kicks off the festivities featuring the grand marshal. The spectacular parade concludes with holiday cheer from Santa Claus riding atop a Lodi fire truck.

Over 50,000 people of all ages line the streets of downtown. The Downtown Lodi Business Partnership invites all to be part of this signature event, Parade of Lights, which has become a cherished family tradition.



New Developments and Future Plans for Parade of Lights

- Working on creating even more exposure of the parade and encouraging tourism to Lodi by submitting event information and photos to a variety of publications and media in the Northern California region.

Grape Festival Youth Parade Overview

On the Saturday of the Grape Festival, the youth of Lodi parade the streets of downtown incorporating the theme of the event which takes place in September. Participants are given free entry into the Grape Festival the day of the parade, ribbons, goodie bags, snacks and the chance to win a trophy for win, place or show in various categories.

New Developments and Future Plans for Grape Festival Youth Parade

- To increase participation in the parade, over 10,000 applications were distributed to the elementary schools, churches and community service groups.
- To reduce costs, the DLBP is actively obtaining donations.



- Has developed a sponsorship package and is securing financial supporters increasing revenue to ensure the traditional event will persist.

- Scheduling walking vendors selling kettle corn, cotton candy, snow cones and more to create a more festive environment for the spectators.

- Is partnering with the Grape Festival to cross promote our events and to raise awareness of the event.

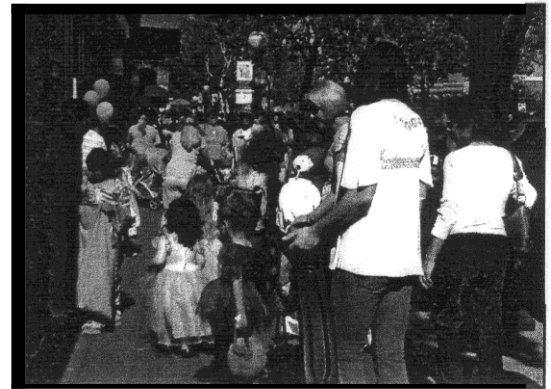
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Downtown Trick-or-Treat and Fall Festival Overview

The merchants downtown invite the community to trick-or-treat at their establishments on the Saturday before Halloween between 12 noon and 4 p.m. The Fall Festival has many family activities which include; live music, a food court, pumpkin painting, petting zoo, face painting and costume contests.

New Developments and Future Plans for Downtown Trick-or-Treat and Fall Festival

- Contacting local talent agencies, colleges and performing arts groups to find acts such as; stilt walking, unicycling and clowns to create a more of a carnival experience.
- Working with a church group to help put on traditional carnival games and contests.
- Contacting farmers to start a pumpkin contest; largest, strangest, etc.



Winterfest Overview

Downtown Lodi celebrates the holiday season throughout the month of December and decorates the streets with lights, a 25' Christmas tree, holiday banners and fresh swags assembled by local boyscouts on the street poles. On the first two Saturdays, a horse-drawn carriage offers rides for only \$1 per person and trots along the streets of downtown. The merchants downtown display their holiday spirit and compete for the best decorated window and lighted storefront.



New Developments and Future Plans for Winterfest

- Scheduling Christmas carolers to stroll the streets adding holiday ambiance.
- Encouraging merchants to host their holiday open houses on the scheduled Saturdays.
- Exploring the possibility of having homemade holiday craft vendors.

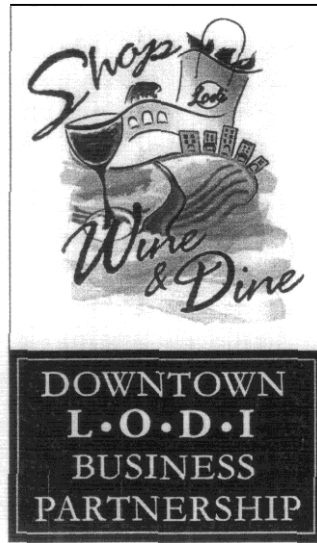
Annual “Stuck In Lodi” Car Show

The American Steel Car Club in conjunction with the DLBP hosts the annual “Stuck in Lodi” Car Show downtown in the month of August. Street rods and classic cars line the streets of downtown Lodi accompanied by a poker walk, live music, raffles, and awards.

Music in the Street

Downtown’s newest event presented by Temple Baptist Church hosts a free concert on the Elm Street Starburst. The concert geared to the younger crowd on a Saturday night, provides a safe and entertaining evening.

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MISSION STATEMENT

The Downtown Lodi Business Partnership, comprised of business owners, professionals and merchants, is a non-profit association developed to encourage growth and prosperity in the Downtown Community of Lodi, and to maintain its economic health on an on-going basis.

This will be accomplished by:

- Encouraging development of new businesses, while retaining and revitalizing existing businesses
- Promoting retail activity by creating and maintaining a quality environment through coordinated advertising and downtown events
- Serving as an advocate for downtown businesses in dealing with local government, maintenance projects, the media and general public

4 West Pine Street, Lodi, Ca 95240
209.369.8052 phone 209.369.8053 fax
www.downtownlodi.com

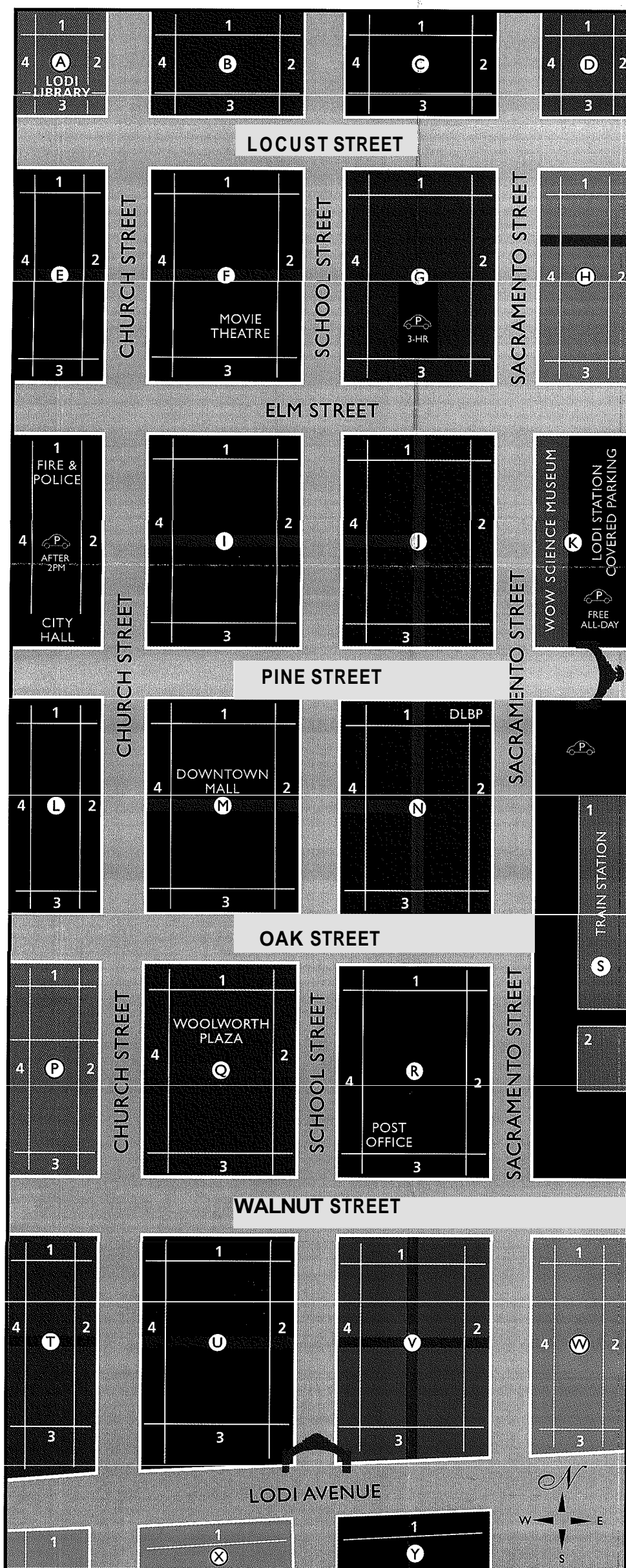
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DOWNTOWN
L.O.D.I.
BUSINESS
PARTNERSHIP

4 West Pine Street, Lodi, Ca 95240 ■ 209.369.8052 ■ www.downtownlodi.com

DOWNTOWN LODI MAP AND DIRECTORY



ADVERTISING & PRINT
6 West Design
Abrahamson Printing
Cook's Printing
Lodi News Sentinel Inc
The Record

ANCES
Henderson Brothers Co Inc
Reo's Appliance Center
Rydel Vacuums

RT & F
li Jayne's Phc
Ken S Studio
Knowlton Gallery
The Artist Edge f Nihili
The Family Gallery

AUTOMOTIVE
Auto & Exhaust Pros
Ehlers Auto Service
Family Motors
Giant Discount Tire
Napa Auto Supply
Pine Auto Supply
Quality Sound Warehouse
Car Audio
Tune Up Shop & Service Corp

FI & CREDIT UNIONS
Bank of America
Bank of Stockton
Eagle Credit Union
Farmers & Bank
Federal Bank
Wells Fargo Bank

BEAUTY & BARBERS
Ciao Bella Salon & Day Spa
Clay's Barber Shop
Color Nails
Cutting Edge
Exhale Salon and Spa
Galleria Nails
Holly's Hair And Nails
Jewell's Mind, Body & Bath
Lodi Barber Shop
Renaissance Nail & Beauty Salon
Royal Day Spa
Salon 101
Salon Doux
The Clinic
Visible Changes

BOOKSTORES
The Comic Up
The Launchpad
Tom's Used Books & Stuff
Vine & Branches Christian Bookstore

BUSINESS RETAIL
Bits 'N' Bytes
Cartridge World
Frank's Business Machines & Computers
Office Staples
Real Gizmos

CLOTHING
A Little Extra
Burton's Shoes
Christensen's Fashions
City Girl
Elegant Illusions
Ella J
Joe Hassan Clothing & Western Wear
Pret
Something Special
The Clothes Closet
The Elizabeth of California
Tuxedos of Lodi
Willow Tree
Zoop-A-Loop

CLOTHING SERVICES
Guild Cleaners, Inc.
Judy's Alterations
Patricia's

COCKTAIL LOUNGES
Club ii
Garry's Lounge
Jack's Back
Mojo's
Ollie's Tavern
Rainbow Club
Stogies Cigar Lounge
Stooges

ENTERTAINMENT
Lodi Stadium 12 Theater
World of Wonders Science Museum

FACILITIES
Merlot Banquet Hall

FINANCE & INSURANCE
Alliant Insurance Svcs & Gaddy-Ward
Allstate Insurance
Check 'N' Go
Cindi's Bookkeeping & Tax Service
Edward D Jones & Co
Fireside Thrift
Georgia A Martin Accounting Office
H & R Block Company
Jackson Hewitt Tax Service
Kneeland Insurance
L & M Tax Service
Linda's Tax Service
Lodi 1st Insurance Agency
Marla Parsons Insurance Services
Miladinovich Insurance Services
Providence Professional Services
S. Walker and Associates, Inc.
Teresa E Culbertson, CPA
Tim Bertsch Insurance Planning
UBS Financial Services

FUNERAL SERVICES
Donahue Funeral Home
Rocha's Mortuary

FURNITURE
Classic Living
Dangier Furniture
Minerva's Furniture
New & Again Consignment Furniture Gallery
Thornton House Furniture

HEALTH & WELLNESS
Beneficial Massage
Ehlers Health Supply
Just Feet
McKellars Taekwondo
Sheri's Sonshine Nutrition Center

HOME IMPROVEMENT
Acme Saw & Industrial Supplier
Big Foot Carpet & Floor Covering
Lodi Color Center
Lodi Tile Works
Raphael Hardwood Flooring
Stone Lit Box
Valley Window Coverings

JEWELERS
Danz Jewelers
Inman's Jewelry
John Borelli Jewelers
Synowick's Jewel Box

LEGAL SERVICES
Adams, Edwards & Welch
Ann Ceme, Attorney
Basil Travis - Patent Attorney
Ebitu Law Group
Hardwick & Goss, Attorneys at Law
Haro & Haro Enterprises Inc
Kurt Henry Siebert Law Offices
Ronald Beckman - Attorney At Law
Rosa Law Offices
Steven J Cottrell-Law Offices

LIBRARY
Lodi Public Library

MARKETS & LIQUOR STORES
Longs Drugs
Pak-India Spices
Payless Markets And Liquor
Tokay Liquors

PROFESSIONALS
Aspire Advisor, Services
DR Duke & Associates Inc
Dellamonica Snyder Architects
Discovery Bay Dental Lab
Fluetsch & Fluetsch
G G Hust & Sons Inc
Graffigna Fruit Company
H R I Property Management
Hillscher Appraisals
JFH Design Group
Kirsten Company LLC
Marcus Deposition Reporting
Monte K Seibel - Land Surveyor
Range & Associates
Redline Project Development
Shoup Land Surveying
Silver Bullet Enterprises
Tokay Medical Billing Inc.

REALTY
Baker Pearson Property Management
Hesseltine Realty
Lodi Property Management
Schaffer & Company Realtors
Tokay Development

RESIDENTIAL BUILDINGS
Lodi Hotel
Travelers Hotel

RESTAURANTS
Angelo's Mexican Food
Cold Stone Creamery
Dancing Fox Winery & Bakery
De Vinci's Delicatessen & Catering
El Pajaro Restaurant
Honey Treat Yogurt Shoppe
King Tsin Restaurant
La Fuente Restaurant
Lodi Beer Company
Lodi Deli
Lodi Feed & Fuel
Long John Silver's Seafood Shoppe
Los Gallos Taqueria
Lyon's Restaurant
Mazatlan Cafe
McDonald's Hamburgers
Moo Moo's Burger Barn
Pizza Hut
Rosewood Bar & Grill
Saigon Grill
School Street Bistro
Scooters California Grill
Shangri-La Asian Bistro
Sinaloa Cafe
Starbucks Coffee Co
The Candy Box
Tillie's Coffee, Tea, Etc.

SECURITY & STORAGE
Downtown Mini Storage
Lodi Alarms, Inc.
Paul's Safe Lock & Key
School & Elm Mini Storage
Security Lock & Key Service

SPECIALTY HOME
2 Illuminate and The Paper Plum
Avignon of France
Barkley's Garden & Outdoor
Devine Home and Garden
Frames and Fine Things
Lodi Cooks
Mon Petit Chic
The House of Clocks

SPECIALTY OTHER
Bayou Art & Ephemera
Beauty of the Beast Pet Grooming
Fashion Safari
Hard Luck Tattoo
House of Iron
Hummel Antiques
Jan's Sweet Treasures
Landd Special T's
Ogren's Auctions
PDC The Boutique
Quilter's Friend
Railroad Junction
Rocky Mountain Chocolate Factory
Secondhand Rose
Taste of Heaven
The Knitting Room
The Mud Mill

SPORTS & FITNESS
4 Seasons Sports
Lodi Sporting Goods
Sierra Adventure Outfitters

TRAVEL
L & L Travel

WINE TASTING ROOMS
Benson Ferry Vineyards/Lodi Wine Cellars
Cellardoor
Dancing Fox Winery & Bakery
Grands Amis Winery

CHURCHES & SCHOOLS
St. Anne's School
St. Anne's Church
United Methodist Church & Preschool

CITY & GOVERNMENT
Downtown Lodi Business Partnership
Lodi Chamber of Commerce
Lodi Conference & Visitors Bureau
Department of Agriculture
Lodi City Hall
Lodi Fire Dept
Lodi Finance Dept
Lodi Police Dept
Lodi Public Library
Post Office

UTILITIES
Pacific Bell
Pacific Gas & Electric

downtown events

For a detailed calendar of events visit our website: www.downtownlodi.com

Year-round there are many other festivities that include: Fall Fest, Holiday Winterfest, car shows, parades and more.

Parade of Lights A magical holiday parade illuminates the streets of downtown Lodi on the first Thursday in December with countless lights, floats, marching bands, dance groups and themed vehicles.

Farmers Market Downtown's signature summer experience is the Certified Farmers Market. The family friendly market is held every Thursday evening beginning in June throughout the end of September. You can find the freshest local produce, handmade crafts and enjoy live music and a variety of food.



Downtown Lodi invites you to shop, wine and dine and experience one-of-a-kind boutiques, specialty stores, first-class restaurants featuring casual to upscale dining, distinguished art galleries and wine-tasting rooms. Located in the heart of Lodi, young and old at heart. Beautiful tree-lined streets, life-size murals and historic charm create a picturesque backdrop for downtown's many events and festivities!

Welcome to { historic charm }

FROM HWY 99 SOUTH
Take the Turner Road Exit. Turn Left on Church St. Proceed through the light on Lockford St.

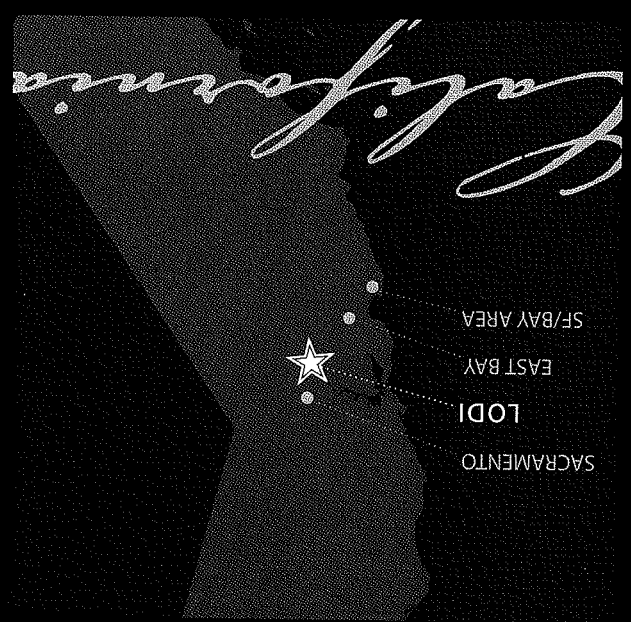
FROM HWY 99 NORTH
Take Cherokee Exit. Proceed 2 miles. Turn Left on Pine St. Continue on Pine through the Lodi Arch.

FROM 1-5 SOUTH
Take the Turner Road Exit. Continue approximately 6 miles. Turn Right on Church Street. Proceed through the light on Lockford St.

FROM 1-5 NORTH
Take HWY 12-Kettleman Lane Exit. Turn Left on Church St. Proceed to Lodi Ave.

HWY 12 EAST
As you approach Lodi, Hwy 12 becomes Kettleman Lane. Continue on Kettleman Lane. Turn Left on Church Street. Proceed to Lodi Ave.

HWY 12 WEST
Take Left on Cherokee Rd. Turn Right on Pine St.



Downtown Lodi

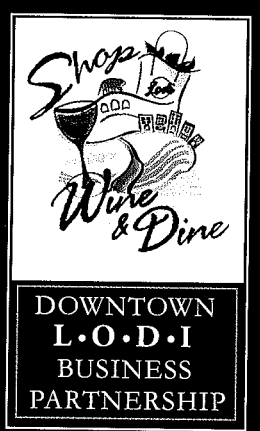
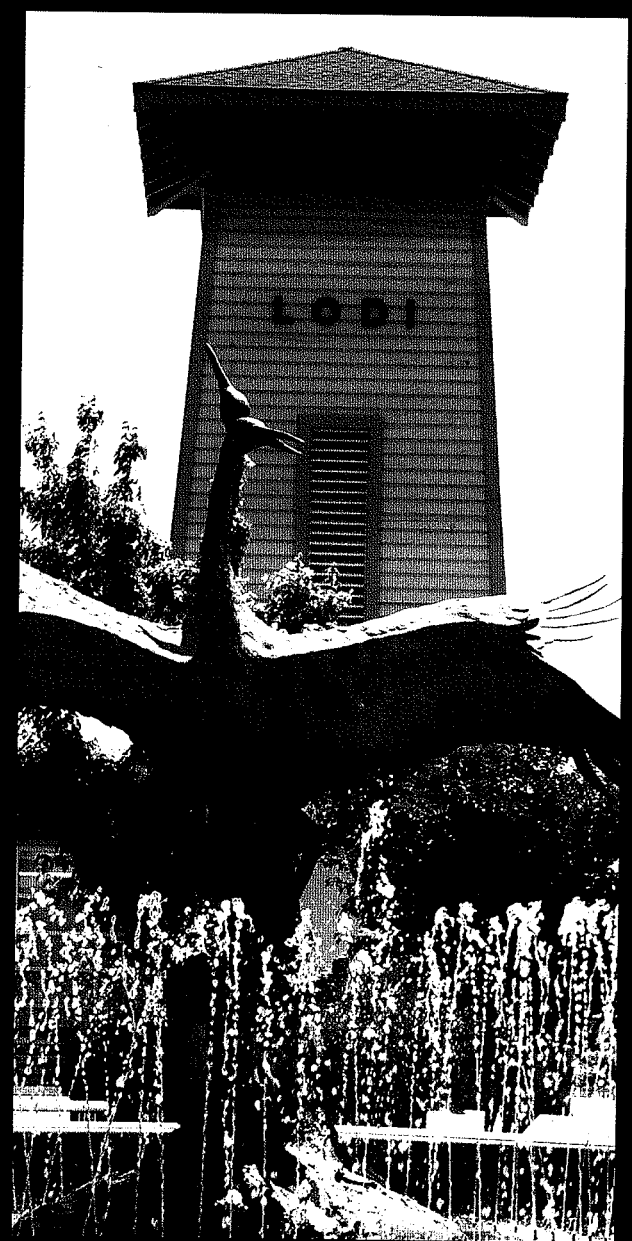
- | | |
|-------------------------|---|
| Retail Shops | Salons & Day Spas |
| Specialty Boutiques | Financial Institutions |
| Variety of Restaurants | Professional Services |
| Wine Tasting Rooms | and More! |
| Art Galleries | LOOK INSIDE FOR DETAILED MAP OF DOWNTOWN |
| 12-Screen Movie Theater | |
| Free Parking Garage | |
| WOW Science Museum | |

Please visit www.downtownlodi.com regularly for news on local events, updates and more or call 209.369.8052

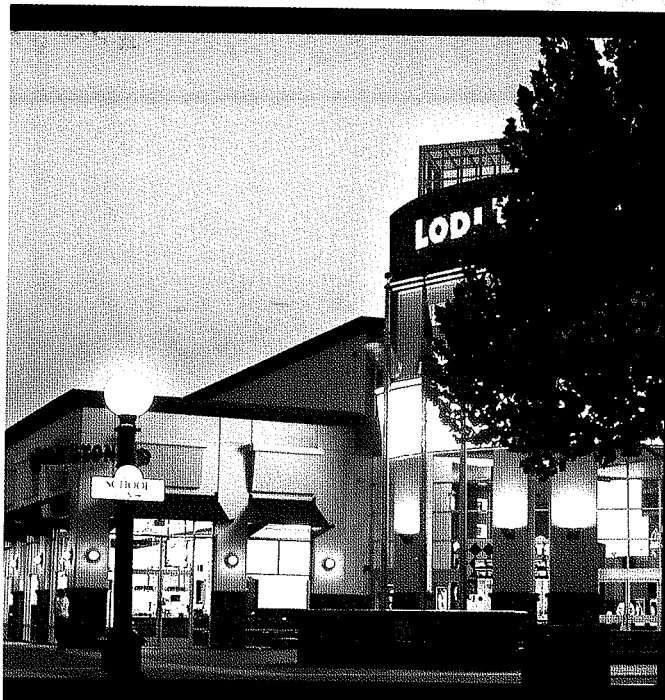


DOWNTOWN LODI

YOUR PERSONAL GUIDE TO ALL THAT DOWNTOWN HAS TO OFFER



4 West Pine Street
Lodi, California 95240
Work 209.369.8052 Fax 209.369.8053
www.downtownlodi.com





ABRAHAMSON PRINTING

15 West Pine Street
Lodi, California 95240
209-369-4391
fax 209-369-4394
apcorp@inreach.com

ASSESSMENT OF THE DOWNTOWN LODI BUSINESS PARTNERS (DLBP)

The Mission Statement of the DLBP is to:

- Encourage the development of new businesses, while retaining and revitalizing existing businesses
- Promote retail activity by creating and maintaining a quality environment through co-operative advertising and special events in the downtown area
- Serve as an advocate for downtown businesses in dealing with local government, maintenance projects, the media and general public

with the Mission Statement of the DLBP

- Abrahamson Printing has been located in downtown Lodi since 1929, 80 years of service to Lodi and surrounding areas this October. Since the purchase of Abrahamson Printing in 2006, the DLBP has only contacted our business twice.
- Abrahamson Printing is not a retail store. We are a manufacturer of a custom product. There has been no co-operative advertisement or special event through the DLBP that our business has benefited from.
- Through the DLBP 2009 Downtown Lodi Live Section of the Lodi News Sentinel, Abrahamson Printing did promote our celebration of 80 years.

General Observations

- Originally when the DLBP was in its planning stages, Abrahamson Printing was told we would be exempt from mandatory payment because we were manufacturing a custom product. The city needs to be made aware of the discrepancies made to Abrahamson Printing before the DLBP was in effect. Because of this, Abrahamson Printing, with no prior notice, was mailed a mandatory bill. After much debate and argument Abrahamson Printing was told we had to pay regardless or be subject to fines on top of the payment due. This is where the anger, resentment and lack of support started on behalf of Abrahamson Printing.
- Abrahamson Printing does not have a store front nor do we have a window. We struggle with the fact that many people do not know where we are located though we've been in our current location since 1947 and have been in downtown Lodi since opening our doors in 1929.
- I do not agree that basement/underground businesses and a second story business with low visibility should have to pay the same amount as a store front with a window and high visibility. We are being held accountable for a mandatory payment when we do not have control of our low visible business location!

Personally, I am sick and tired of all the negative talk among the downtown businesses regarding the DLBP. It is draining and exhausting even more so, when those businesses who are complaining do not get involved or state how they feel when asked. I attended three board meetings (February, March and April) in the hopes to have my eyes opened to what the DLBP is **all** about instead of listening to the negativity of my DLBP business neighbors.

After attending my first meeting, I went to the DLBP website and was extremely disappointed. The monthly meeting for February was posted for School Street Bistro and it had been changed to the DLBP. This is a violation of the Brown Act. It was not posted 72 hours before the meeting.

Other inaccurate information on the website were the Events and Marketing Meetings met at 10 am on Tuesdays when it should have stated 9:30 am on Mondays. No minutes were reported from July of 2007 to February of 2009 and July and August of 2009 is currently not posted as of August 31. Also the Board of Directors was not the correct board members. Currently these issues have been resolved. However, these should never have been issues to begin with.

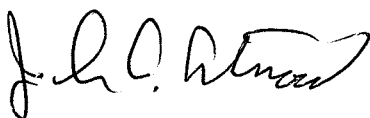
At the March 9th Board Meeting the financial reports were not prepared or available to the board. Is this a violation of the Brown Act?

I can honestly say that after attending three meetings that my mind has not changed. On several occasions I had questions and suggestions and was made to feel belittled and unimportant by two of the board members.

My greatest disappointment was when Jamie Watts promoted and spoke to the **Lodi** Kiwanis Club in March. Not one member of the board took time to encourage, represent or show support to Mrs. Watts in her presentation. I was the only 'downtown' business there. To further my frustration, the attached DLBP brochure was given to every Kiwanis member. During Mrs. Watts's presentation she promoted how the DLBP works with the downtown businesses. Three Kiwanis members came to me after her presentation and stated they were impressed with the great printing job. Sadly, I had to tell these people that not only did I not print the job; Abrahamson Printing was never even offered the opportunity to quote the job.

In closing, as an 80 year old business that has been in the downtown area for that entire time, the DLBP has not contributed, helped or shown an interested effort in my business. Should the DLBP close, I know the Lodi Chamber of Commerce would gladly promote, coordinate and continue servicing the downtown events currently being done by the DLBP. Many downtown businesses feel that between the DLBP and Lodi Chamber of Commerce it is double dipping from their pockets.

Respectfully submitted,



John A. Atwood, Abrahamson Printing, Owner

June Atwood Aaker, Abrahamson Printing, Typesetting and Sales



*Please immediately confirm receipt
of this fax by calling 333-6702*

CITY OF LODI
P. O. BOX 3006
LODI, CALIFORNIA 95241-1910

ADVERTISING INSTRUCTIONS

**SUBJECT: PUBLIC HEARING TO CONSIDER LEVY OF ANNUAL
ASSESSMENT FOR DOWNTOWN LODI BUSINESS
IMPROVEMENT AREA NO. 1**

PUBLISH DATE: SATURDAY, AUGUST 22, 2009

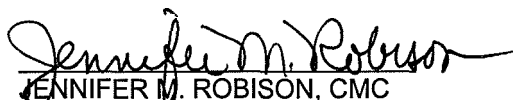
LEGAL AD

TEAR SHEETS WANTED: One (1) please

SEND AFFIDAVIT AND BILL TO: RANDI JOHL, CITY CLERK
City of Lodi
P.O. Box 3006
Lodi, CA 95241-1910

DATED: THURSDAY, AUGUST 20, 2009

ORDERED BY: RANDI JOHL
CITY CLERK


JENNIFER M. ROBISON, CMC
ASSISTANT CITY CLERK

MARIA BECERW
ADMINISTRATIVE CLERK

Verify Appearance of this Legal in the Newspaper – Copy to File

LNS Faxed to the Sentinel at 369-1084 at _____ (time) on _____ (date) _____ (pages)
Phoned to confirm receipt of all pages at _____ (time) _____ CF _____ MB _____ JMP (initials)



DECLARATION OF POSTING

PUBLIC HEARING TO CONSIDER LEVY OF ANNUAL ASSESSMENT FOR DOWNTOWN LODI BUSINESS IMPROVEMENT AREA NO. 1

On Friday, August 21, 2009, in the City of Lodi, San Joaquin County, California, a copy of a Notice of Public Hearing to consider levy of annual assessment for Downtown Lodi Business Improvement Area No. 1 (attached hereto, marked Exhibit "A") was posted at the following four locations:


Lodi Public Library
Lodi City Clerk's Office
Lodi City Hall Lobby
Lodi Carnegie Forum

I declare under penalty of perjury that the foregoing is true and correct.

Executed on August 21, 2009, at Lodi, California.

ORDERED BY:

**RANDI JOHL
CITY CLERK**


JENNIFER M. ROBISON, CMC
ASSISTANT CITY CLERK

MARIA BECERRA
ADMINISTRATIVE CLERK

NOTICE OF PUBLIC HEARING

RESOLUTION NO. 2009-117

A RESOLUTION OF INTENTION TO LEVY ANNUAL ASSESSMENT FOR DOWNTOWN LODI BUSINESS IMPROVEMENT AREA NO. 1, ESTABLISHING PUBLIC HEARING DATE, AND APPROVING ANNUAL REPORT

=====

WHEREAS, Downtown Lodi Business Improvement Area No. 1 was established December 17, 1997, by City Council adoption of ordinance 1654; and

WHEREAS, the annual report as required by Streets and Highways Code §536533 has been submitted to the Council by the Board of Directors of said improvement area.

NOW, THEREFORE, the City Council of the City of Lodi does hereby resolve, determine, and finds as follows:

1. Approves the Annual Report as submitted, said report being on file with the City Clerk.
2. Establishes **September 2, 2009, in the City Council Chambers, Carnegie Forum, 305 West Pine Street, Lodi, California, at 7:00 p.m.**, or soon thereafter as possible, as the date, place, and time to hold the public hearing required by Streets and Highways Code §36534.
3. It is the intention of the City Council to levy and collect assessments within the parking and business improvement area for calendar year 2010 (the Area's fiscal year).
4. The boundaries of the entire area to be included in the Area and the boundaries of each separate benefit zone within the area set forth in a Map, Exhibit D, incorporated herein by reference. A true and correct copy of the map is on file with the City Clerk of the City of Lodi.
5. The types of improvements and activities proposed to be funded by the levy of assessments on businesses in the Area include marketing and promotional efforts; event coordination; and other activities with the goal to promote retail activities. A detailed description of activities is included in the Annual Report, Exhibit A, and incorporated by reference.
6. At the time of the public hearing, written and oral protests may be made. The form and manner of protests shall comply with Streets and Highways Code § 36524 and 36525.

Date: August 19, 2009

=====

I hereby certify that Resolution No. 2009-117 was passed and adopted by the Lodi City Council in a regular meeting held August 19, 2009, by the following vote:

'AYES: COUNCIL MEMBERS – Hitchcock, Johnson, Katzakian, Mounce, and Mayor Hansen

NOES: COUNCIL MEMBERS – None

ABSENT: COUNCIL MEMBERS – None

ABSTAIN: COUNCIL MEMBERS – None


RANDI JOHL
City Clerk

CITY COUNCIL

LARRY D. HANSEN, Mayor
PHIL KATZAKIAN,
Mayor Pro Tempore
SUSAN HITCHCOCK
BOB JOHNSON
JOANNE MOUNCE

CITY OF LODI

CITY HALL, 221 WEST PINE STREET
P.O. BOX 3006
LODI, CALIFORNIA 95241-1910
(209) 333-6702 / FAX (209) 333-6807
www.lodi.gov cityclerk@lodi.gov

BLAIR KING, City Manager
RANDI JOHL, City Clerk
D. STEPHEN SCHWABAUER
City Attorney

September 3, 2009

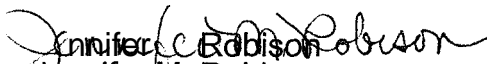
Jamie Watts
Executive Director
Downtown Lodi Business Partnership
P.O. Box 1565
Lodi, CA 95241-1565

**RE: RESOLUTION CONFIRMING THE 2010 ANNUAL REPORT FOR THE
DOWNTOWN LODI BUSINESS IMPROVEMENT AREA NO. 1 AND LEVY
OF ASSESSMENT**

The Lodi City Council, at its meeting of September 2, 2009, adopted the enclosed resolution confirming the 2010 Annual Report for the Downtown Lodi Business Improvement Area No. 1 and levy of assessment.

Should you have any questions, please feel free to contact the City Clerk's Office.

Sincerely,


Jennifer M. Robison
Assistant City Clerk

JMR

Enclosure